



Grant Management Workshop

January 26-29, 2021



Mark your calendar to attend the virtual DHCD Grant Management Workshop, Back to Basics: Building a New Foundation, on Jan. 26-29. The four-day event will cover fundamental components of grant management, rehab specialist training and housing to include homebuyer and tenant education. Additionally, there will be sessions dedicated to reviewing the regulations for DHCD programs, including CDBG, IPR, Lead, ARC, SBRA, BDR and ARS.

This year the workshop is virtual and will be offered at no cost to the participants. Each day will present one track so that participants can choose sessions and days to attend. The sessions are divided into three suggested tracks: beginner grant management, advanced grant management, and rehabilitation and housing.

For more information, visit [dhcd.virginia.gov/gmw](https://dhcd.virginia.gov/gmw).

# Community Revitalization Office

- Enterprise Zone
- Port Host Communities Grant Fund
- Virginia Individual Development Accounts



Community Business Launch



Industrial Revitalization Fund



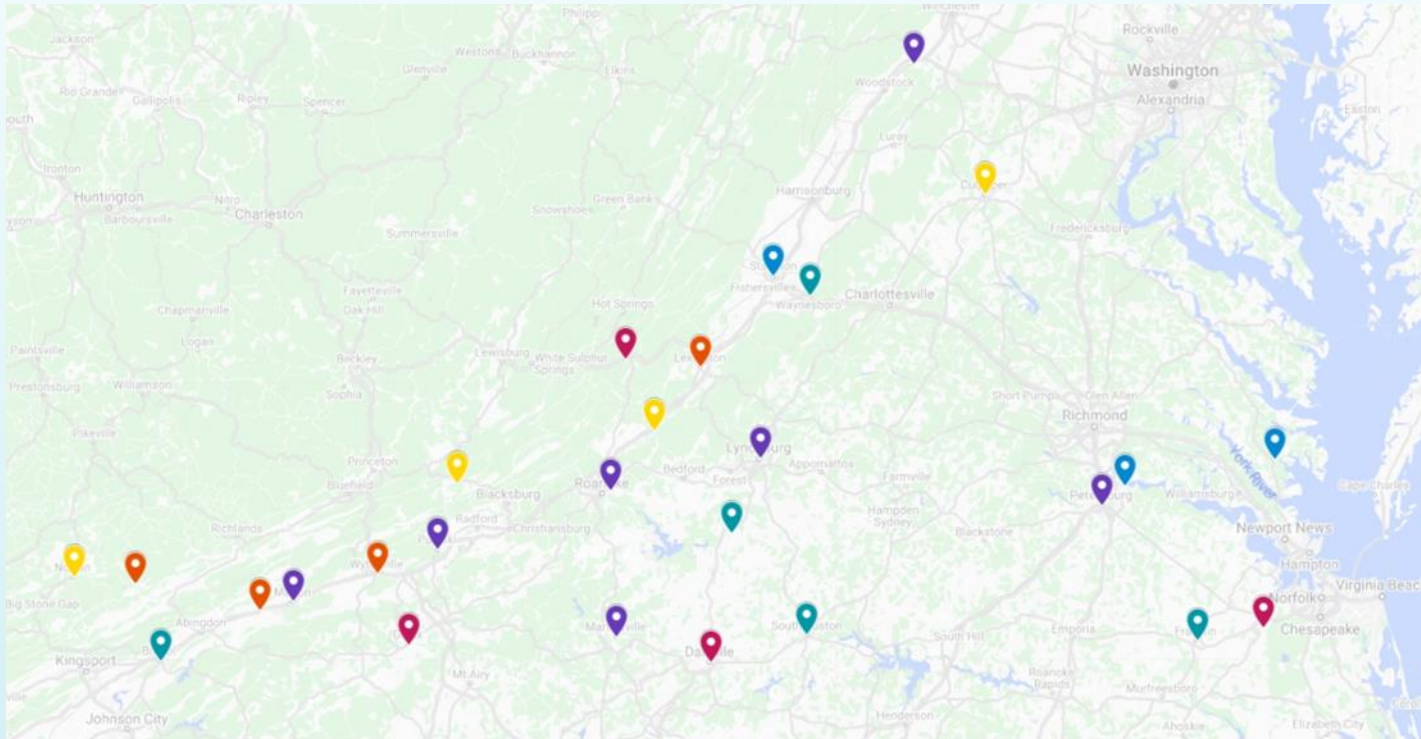
Virginia Main Street

# Community Business Launch



*"We came into the Launch Lex classes midway through the journey toward opening our business, and the process served as an invaluable road map to the finish line – with affirmation and encouragement in the places where we were already on the right track, and vital course corrections where we weren't."*

*-Erik Jones, Owner, Heliotrope Brewery*



## 2015

- Gloucester
- Hopewell
- Staunton

## 2016

- Lynchburg
- Marion
- Martinsville
- Pulaski
- Petersburg
- Strasburg
- Vinton

## 2017

- Altavista
- Bristol
- Franklin
- South Boston
- Waynesboro

## 2018

- Wytheville
- Lexington
- Saint Paul
- Chilhowie

## 2019

- Alleghany
- Danville
- Galax
- Suffolk

## 2020

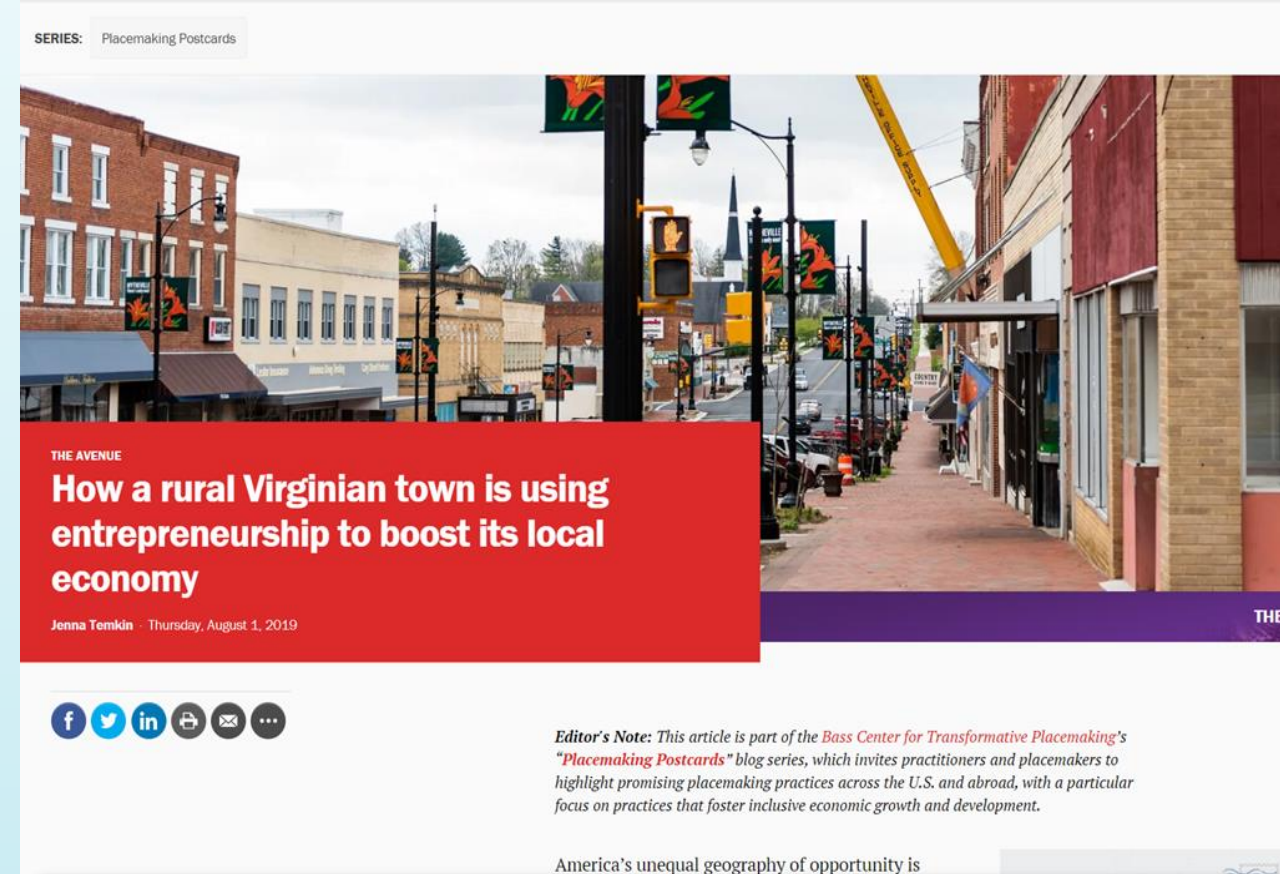
- Buchanan
- Culpeper
- Giles County
- Norton

- 128 New/Expanded Businesses
- 200+ FTE jobs created
- \$2.3 Million Private Investment



# Community Business Launch

- Place-based entrepreneurial development
- Critical mass of priority vacant storefronts
- Filled with expansion or start-up ventures that meet a market-based needs/strategies
- By entrepreneurs, creatives, and small business owners that have completed training:
  - focused on business planning
  - culminating in a idea pitch to a panel of judges
- Pitch winners receive cash and in-kind prizes to kick-start their new venture in a priority vacant storefront.
- Eligible Applicants
  - Government
  - Economic development organizations
  - Main Street associations
  - Regional economic development entities
  - Chambers of commerce



# Community Business Launch

## Activities

- Inventory of vacant storefronts
- Market analysis of potential business opportunities
- Outreach to business owners ready to meet those opportunities
- 6-8 week business planning training Pitch Competition
- Business retention support/mentoring after openings occur

## Outcomes

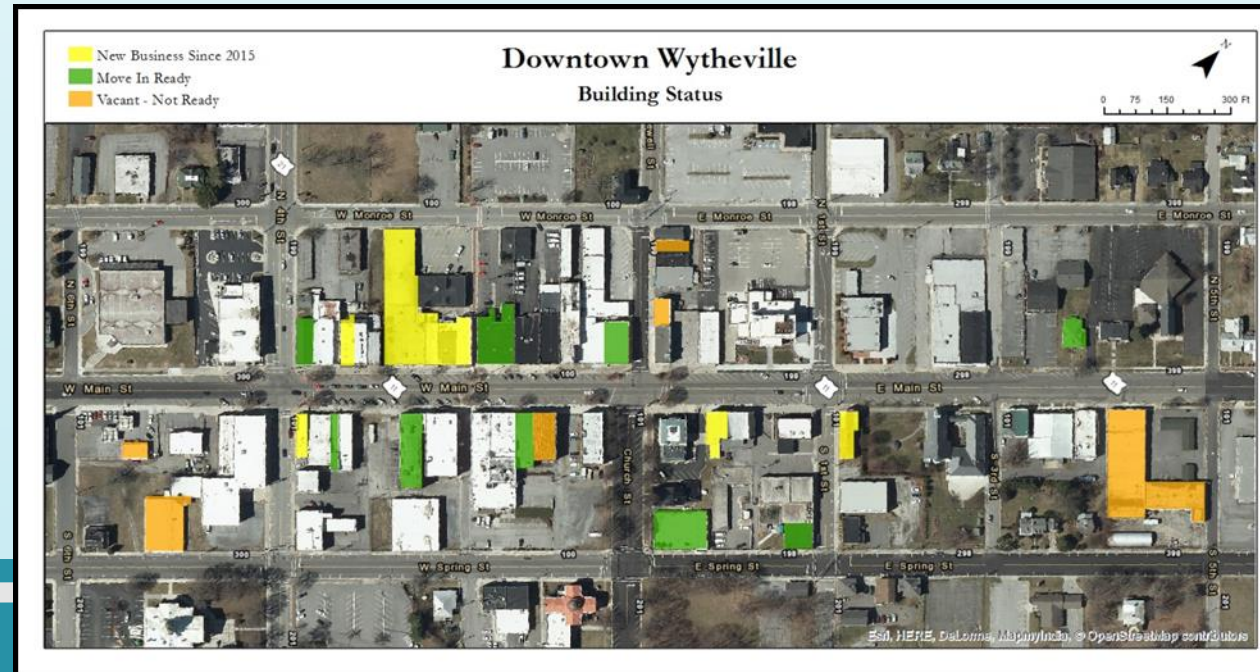
- At least three business openings/expansions in targeted vacant properties
- At least five net new FTE jobs created
- Additional follow up replications to continue filling storefronts and building the entrepreneurial ecosystem



# Community Business Launch

## Application Elements

- Proposed budget and matching funds
- Inventory of vacancies
- Map of designated area
- Marketing plan
- Draft class curriculum
- Pitch scoring rubric
- Business retention service plan
- Project timeline
- Letters of support

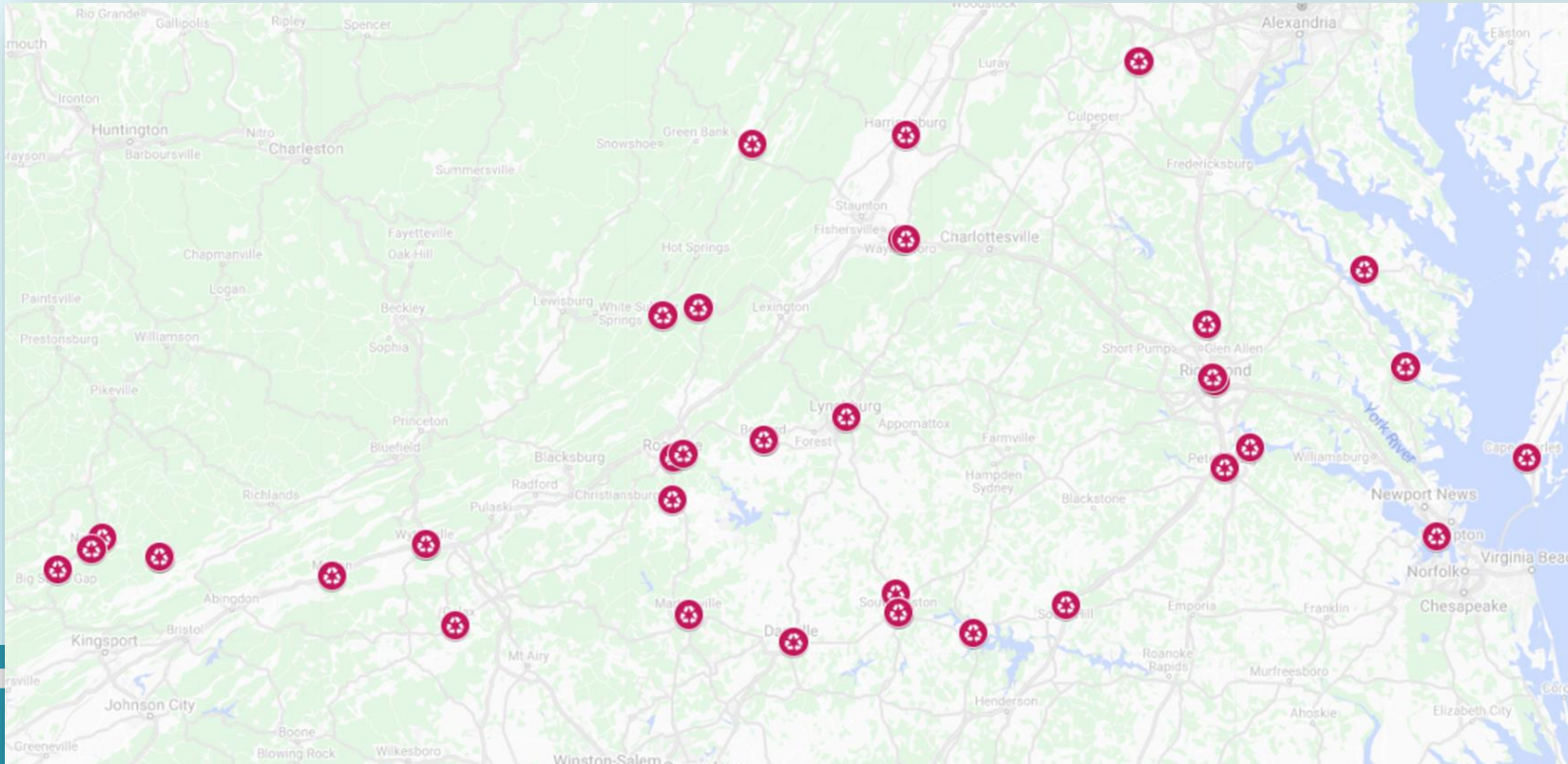




# Industrial Revitalization Fund



- shovel-ready projects
- catalyst to spark additional private investment and job creation
- distressed areas targeted for economic development and community revitalization as part of a larger economic restructuring or economic development strategy
- vacant and deteriorated properties creating physical and economic blight in the surrounding area



- assisted 34 projects across Virginia
- generating over \$121 million in public and private investment
- resulting in the creation of more than 485 jobs



# Industrial Revitalization Fund

## Applicants

- Only local governments (cities, counties, or towns), and regional or local economic or industrial development authorities may submit applications for funding.
- A unit of local government may apply directly for funding to use on publicly owned property OR on behalf of a for-profit or non-profit entity for privately owned property.
- Localities may designate a redevelopment authority as an agent for project implementation and administration.

## Grant

- property is publicly owned
- privately owned property with option agreement in place for purchase by a local government at time of application
- private property owned by a not-for-profit

## Grant/Loan

- property is owned by a private, for-profit entity and the end-use will be owned by a private, for-profit business
- IRF Grant/Loans may be funded as a grant to the applicant local government (or local Development Authority), who will in turn make a loan to the for-profit entity



# Industrial Revitalization Fund



- Up to \$600,000 awarded per project
- applicants are **required to provide a 100 percent (1:1) local match from private or public sources**
- match must either be cash or documented costs that are **directly associated with the improvements to the property where IRF funds are expended**
- match may include federal (CDBG or other), state, local, and private funds spent on activities directly related to the targeted project

## Eligible Uses

- Manufacturing
- Warehouse
- Mining
- Transportation
- Department Stores
- Theaters
- Hotels
- Shopping Centers
- School Buildings

## Ineligible Uses

- Solely Residential
- Scattered Sites
- Greenfield Sites



# Industrial Revitalization Fund



## Funding Priorities

1. Relationship to a local or regional economic development strategy
2. High degree of blight and deterioration to be addressed
3. Project readiness
4. Project with a clear end use
5. End use has clear & significant community economic impact
6. High economic distress in project locality





# Main Street

## What is Main Street?

- 1970s and 1980s disinvestment in traditional downtowns
- Rise of strip malls, big box stores
- National Trust for Historic Preservation
- Asset-based economic development
- Grassroots, community-led

## Outcomes

- Sustainable Development
- Entrepreneurship
- Community pride
- Public/private partnerships
- Vibrancy
- Regional allure
- Sense of Place



## ORGANIZATION

Bring all sectors of the community together to build consensus & common vision, assemble resources, and lead revitalization



Sense of Ownership

## DESIGN

Improve physical elements while preserving & enhancing the community's authentic fabric



Sense of Place

## ECONOMIC VITALITY

Strengthen & diversify the local economy by supporting existing base and encouraging strategic use of space and entrepreneurship development



Sense of Vitality

## PROMOTION

Position district as the center of activity, culture, commerce, and community life, market its assets, and promote its positive image



Sense of Activity



## Focus (Transformation) Strategies:

**Focus (Transformation) Strategies** are generated through meaningful community engagement and informed by an analysis of the district's market position. Ultimately, they help guide a revitalization program's work. An effective strategy serves a particular customer segment, responds to an underserved market demand or creates a differentiated destination.

Focus (Transformation) Strategies are rooted in the community's vision for the district, and they're based on a solid analysis and understanding of the district's economy and its best economic opportunities. Most importantly, identified strategies measurable (tracking progress), and they're comprehensive and implemented through a broad range of activities that span the four broad areas of work represented by the Four Points.





## Introducing Main Street

- No requirements
- Join email list
- Follow social media
- Attend trainings

## Exploring Main Street

- Noncompetitive Application
- Learn about best practices and connect to a network of peers

## Mobilizing Main Street

- Expanding program development and future designation
- Learning laboratory for regions and districts that do not fit current requirements

## Advancing Virginia Main Street

- Community Designation
- Competitive Application Process
- National Main Street Community Accredited

## Exploring Main Street

- Community Vitality Grant (CVG),  
*formerly the Commercial District  
Affiliate Grant*
  - Up to \$7,000
- Financial Feasibility Study (FFS)
  - Up to \$25,000
  - Available after August 1, 2021

## Mobilizing Main Street

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*formerly the Commercial District  
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  - Up to \$7,000
- Financial Feasibility Study (FFS)
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## Advancing Virginia Main Street

- Downtown Investment Grant (DIG)
  - Up to \$25,000
- Financial Feasibility Study (FFS)
  - Up to \$25,000
  - Rolling application through  
October 1, 2021

# Main Street

## Community Vitality Grant – up to \$7,000

- Available to active Exploring Main Street and Mobilizing Main Street communities and organizations.
- Designed to assist communities and organizations in achieving their downtown revitalization goals.
  - Non-profit organization development
  - Market studies
  - Downtown website development
  - Design projects
  - Entrepreneur support programs
  - Wayfinding system development
  - Economic vitality projects
  - Other consulting services





# Main Street



- **Clearly explain** how the proposed project or service is an effective organizational or economic vitality strategy for the commercial district.
- Proposed design projects must directly **support existing identified strategies** for improving the district.
- Projects or services that **enhance or complement other DHCD programs**.
- Grant funds cannot be used for ongoing operations.



Relation to organizational development or revitalization efforts	30%
Impact on Commercial District	40%
Organizational capacity/readiness	20%
Realistic work plan for project	10%
<b>TOTAL</b>	<b>100%</b>

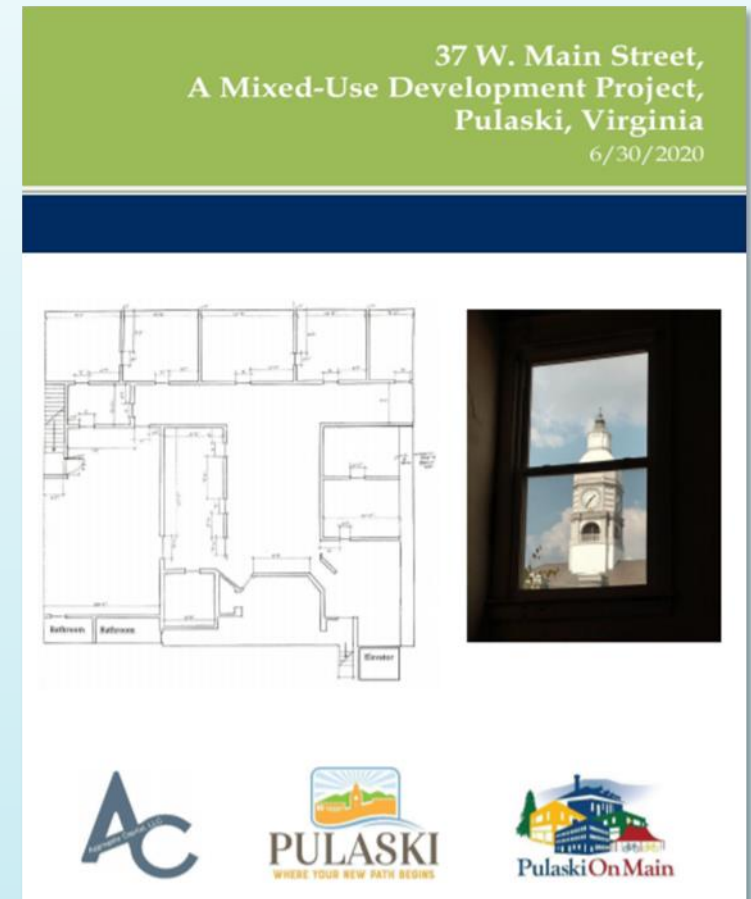
# Main Street

## Financial Feasibility – up to \$25,000

- Identify highest and best use of underutilized or distressed commercial buildings within the Main Street district
- Develop sufficient information for owner to develop the property or the Main Street organization to “shop” the rehabilitation to other private developers and investors
- Generally funds the development of:
  - Preliminary design reports and renderings
  - Building code and zone assessments
  - Pro forma development and construction estimates
  - As needed environmental reports
  - Market demand studies
  - Gap-financing research

Applications are rolling through October 1, 2021 for Advancing Virginia Main Street communities

- First come, first served and non-competitive
- August 1 – October 1 Exploring and Mobilizing Main Street communities will be considered



# Community Revitalization Office

Rebecca Rowe – Associate Director

Joy Rumley – Program Manager (EZ, IRF, VMS)

Jessica Parker – Admin

Annie Arnest – IRF, Port Host, EZ

Courtney Mailey – CBL, VMS

Kate Pickett – EZ, IRF, Port Host

Katherine Miller – RCDI, VMS

Kyle Meyer – VMS

Sabrina Blackett – VIDA, EZ

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